

REMARKS

Reconsideration of this application is respectfully requested in view of the foregoing amendment and the following remarks.

Claims 11, 12, and 16-25 were pending in this application. In this Amendment, Applicants have amended claims 11, 12, 19, 21, and 22. Accordingly, claims 11, 12, and 16-25 will still be pending upon entry of this Amendment.

In the Office Action mailed May 19, 2004, the Examiner rejected claims 11, 12, and 16-25 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,122,648 to Roderick ("Roderick") in view of www.weichert.com/property/ ("Weichert"). Applicants appreciate the Examiner's restatement and clarification of this rejection (which was first presented in the previous Office Action mailed December 1, 2003) in this latest non-final Office Action mailed May 19, 2004.

In response to the rejection, Applicants have amended the single independent claim 11 and dependent claims 12, 19, 21, and 22. To the extent the rejection might still be applied to the claims presently pending in this application, Applicants respectfully traverse the rejection for the reasons stated below.

The present invention, as recited in amended independent claim 11, provides a unique method for supplying a web site of an affiliate (*e.g.*, a broker web site) with commercial real estate data associated only with that particular affiliate by automatically executing a predetermined query of a central commercial real estate database that contains data associated with more than one affiliate to retrieve only property information associated with the particular

affiliate. Support for this recitation can be found in the specification at, for example, paragraphs [00215-00216] and [00397-00404], and in particular, at paragraphs [00215], [00397], [00402], and [00403]. As recited, the present invention automatically pushes content to an affiliate web site when a user visits the web site. This predetermined search for the affiliate's properties in the commercial real estate database occurs transparently in the background without input (e.g., a search query) from the user. By automatically executing the predetermined query upon a user's visiting the web site, the present invention ensures that updates to the commercial real estate database are reflected immediately in the affiliate's property listings on the affiliate's web site. The use of the central database enables convenient updating of the data, which provides consistent, accurate, and current information for many different affiliate web sites.

In a particular embodiment of the present invention, content is supplied from a central commercial real estate database to a web site of an affiliate by automatically executing predetermined queries to the database and displaying only those properties listed by the affiliate or by an individual agent of affiliate. The invention provides a graphical user interface that contains a modifiable portion and a linked portion. The linked portion displays the property information resulting from the automatic, predetermined queries to the database. The modifiable portion displays content of the affiliate, which gives the appearance that the property information in the linked portion originates from the affiliate's web site.

In contrast to the automatic execution of a predetermined query recited in the present invention, the teachings of Roderick are limited to a system and method that search for and display information pages only in response to receiving a request including a resource identifier

for an information page/directory from a user. In one embodiment of Roderick, the request is in the form of a uniform resource locator (URL) comprising only a domain name and a resource identifier comprised of an industry standard product identifier (ISPID). The ISPID is used to denote a web page or a domain. (*See, e.g.*, column 3, lines 49-62 and column 9, lines 11-66.)

In requiring a request from the user, Roderick necessarily fails to teach or suggest the automatic execution of a predetermined query and automatic pushing of content to a user. In Roderick, the search queries are not predetermined and are instead defined by the user, for example, in the form of an ISPID appended to the URL of the web site. In this manner, Roderick relies on the user to define the search criteria, rather than executing a predetermined query that is based on the connection between the affiliate whose web site is being visited and the properties (*i.e.*, the affiliate's) that are listed on the web site. Indeed, a significant advantage of the present invention is the seamlessness and transparency of the graphical user interface, which integrates data from the commercial real estate database into the affiliate's web site, giving a user the impression that the up-to-date property information originates from the affiliate. In reality, however, the property information comes from the central database.

Applicants therefore respectfully submit that amended claim 11 is patentably distinguishable over Roderick. Applicants have also amended claims 12, 19, 21, and 22 to be consistent with the amendments to claim 11. Applicants further respectfully submit that claims 12 and 16-25 are patentably distinguishable over the applied references due at least to their dependency on amended claim 11.

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In view of the foregoing amendments and remarks, Applicants respectfully submit that all of the pending claims are in condition for allowance. A favorable action on the merits is respectfully requested. Should the Examiner have any questions or determine that any further action is desirable to place this application in even better condition for issue, the Examiner is encouraged to telephone applicants' undersigned representative at the number listed below.


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Respectfully submitted,

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